

Presenting... CHARLIE CHAPLIN

in the blindfold cigarette test

Famous star selects OLD GOLD

"One cigarette of the four I smoked in the blindfold test was like shooting a scene successfully after a whole series of failures. It just 'clicked' and I named it as my choice. It was OLD GOLD. Which clears up a mystery, for the supply of OLD GOLDS in my

Beverly Hills home is constantly being depleted. It seems that Strongheart and Rin-tin-tin are the only motion picture stars who don't smoke them."

Charlie Chaplin



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Made from the heart-leaves
of the tobacco plant

Mr. CHAPLIN was asked to smoke each of the four leading brands, clearing his taste with coffee between smokes. Only one question was asked: "Which one do you like best?"



CHARLIE CHAPLIN... movie favorite the world over, in one of his best-loved pictures... "The Circus."

How does OLD GOLD do it?

WHAT'S the secret of OLD GOLD'S winning charm? The answer is very simple. Three types of leaves grow on the tobacco plant... coarse, heavy top-leaves, irritating to the throat... withered ground-leaves, without taste or aroma... and the heart-

leaves, rich in cool and fragrant smoking qualities. These golden-ripe heart-leaves give OLD GOLDS their honey-like smoothness. That's why so many famous people choose them. And that's why you too, can pick them... even in the dark.

SMOOTHER AND BETTER—“NOT A COUGH IN A CARLOAD”